

How to share your listings on social media

Getting a listing is no small achievement. Let your network share in your accomplishments! You already know that [New Listing Alerts](#) let you email contacts listing recommendations based on their search criteria. New Listing Alerts is a great way to share listings with your contacts, but what about all your other contacts on social media?

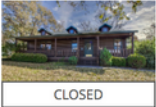
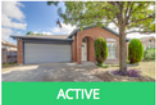
So, what'd we come up with?

Just Listed is a new Zap feature that allows you to [share your new listings](#) on Facebook or LinkedIn. When you receive a new listing, Zap will send you a push notification on your mobile device. From there, you'll be able to post the listing's link to your Facebook profile.

Awesome! Now what?

Just Listed is an easy way to keep in touch with your personal network. But as with any new feature, it can be tough to get started. We've brainstormed 5 ideas to help get the creative juices flowing.

Listings

SEARCH		STATUS	TIME FRAME	
<input type="text" value="Search by address or contact name or MLS ID"/>		<div>All</div>	<div>All Time</div>	
PROPERTY		MLS ID	DATE ADDED	CONTACT
	102 E 6th St Krum, TX 76249 View Details	13977283	11/26/2018	Nanette Allen
	2069 Palomino Trail Keller, TX 76248 View Details	13941538	9/26/2018	Of Record

Share your listing on social media

1. Show off!

Social media can help you make a great first impression. Is your home in a great school district? Does the master bedroom include a walk-in closet? Appeal to potential homebuyers by highlighting your listing's best features.

2. Ask a question

Encourage your network to engage with your listings by posing a question. Your question can be open-ended, but aim for quick responses. If your new listing has a beautiful, home-grown garden, ask your network, "What plants do you grow?" Give your audience an easy way to participate in your community.

3. Get creative with fill-in-the-blank fields

Set up a MadLibs game for your friends to describe their dream home by filling in the blanks. *"My dream home is a(color), (number)-story building in a/an (adjective) neighborhood."* Kick things off by using your new listing as an example. This could be a great way to survey what your network likes in a house!

4. Include a quote from the seller

Ask your seller what made their home so special—and then post their quote along with your listing. If your client has lived in a home for several years, they're sure to have many memorable moments. Remind potential homebuyers in your network of the experiences that make a house a home.

5. Follow up with updates

Incorporate your listings into a larger social media strategy. Turn your listing into a story by updating your network once the deal has closed. If you can, take a photo of the buyer and seller exchanging keys to commemorate their new journeys ahead.

When it comes to social media, there's a lot to consider. Setting a clear goal—such as driving traffic or sparking a conversation—will help guide your words. Be silly, be thought-provoking, or be insightful. Then, let us know—what's your strategy?